

It will be interesting to preserve this advertisement as a souvenir of a new experiment in newspaper printing. This is, as far as we know, the first time a newspaper ever cut one page in half and at the same time printed and folded it in with the rest of the paper.

Notions.

Hook and Eyes, black, Nos. 2 and 3 a gross... 4c
Hard Steel Tracing Wheels, black enamelled handle... 4c
Best Mourning Pins, 80 in the box, bright or mat... 2c
Ivory-tip Side Steels, a pair... 3c

WE DO NOT FILL MAIL ORDERS.



SIEGEL COOPER
C. SOUTH AVENUE 18th & 19th STS.
NEW YORK
THE BIG STORE

Linings.

2,000 yards Nubian Fast Black: Russeline, 12½c. quality everywhere, Monday... 7c
20 styles 40-inch French Sateen and Silk Stripe, suitable for sleeves, waist and vest Lining 50c. quality, for... 23c

Millinery.

All fashion lovers are rapidly becoming acquainted with The Big Store's great Trimmed Millinery Stock.

They realize how great are our facilities for producing the finest specimens of the art. We allow nothing to be placed on sale that is not stylish and up to the very latest decrees of fashion.

Untrimmed Hats.

An almost limitless display of all the season's best and most desirable productions makes your selection an easy matter. Here are some helpful hints:

Ladies' satin finish, best shapes, black and colors... 42c
Ladies' fancy straw, all the new colors, including Red, Heliotrope, Olive, Myrtle, Brown, Tan, etc., Bell and Plain Crowns... 62c

Artificial Flowers

It is a pleasure to visit this department, where beauty abounds. It is surprising how low we are selling high class goods.

Here is an inkling of what we are doing:

Cluster of Roses and Follage, very handsome, bunch... 59c
9-in. Cream, White and Black Ostrich Plumes... 19c

Seasonable Silks.

Fine Black Silks.

4,000 yards Black All-Silk Surah and Black All-Silk Pongee, very bright and splendid quality, usually considered a bargain at 40c. yd., on Monday special price, yd... 29c

40 pieces Black Taffeta Silks, very strong and lustrous, Black Figured India Taffetas, Black Satin Rhadame, extra fine qualities, in our Black Silk Room Monday, all at, yd... 48c

Black Moire Velours, a beautiful quality, very brilliant, only 10 pieces, Monday, as a great Black Silk special, yd... 55c

Colored Silks.

Fancy Silks, in a large variety of patterns and colorings—Silks just placed on our Bargain Counters, very suitable for spring wear, and only, the yard... 28c

75 pieces Striped and Checked Glace Taffeta Silks, a magnificent quality and the correct silks of the season, ordinarily sold at 75c. the yard, on Monday, all at, yd... 49c

75 pieces very beautiful new Foulard Silks, latest Paris styles, extra heavy, a silk usually retailed at 60c. yard, Monday, yard... 39c

Fine Furniture.

Oak Music Cabinet, highly polished, special make, elsewhere \$5.50, sale price, 2.75
Oak and Mahogany finish Rocker, piano polish finish, a beauty; sells regular for \$5.50. Sale price, 2.50

Mahogany finished 3-piece Bedroom Suit, French bevel glass on dresser of superior workmanship and finish, just like cut, a ready seller at \$27.00; sale price, 11.00
Six Suits, ranging in price from \$125.00 to \$150.00, at... 85.00

Solid Oak Combination Bookcase and Desk combined. Best of finish, an \$18.00 article for... 9.90
Solid Oak Chiffonier, 33x18 top bevel plate glass, genuine bargain at \$11.50, sale price... 5.90

Only a few bargains left in the better grade of Parlor Suits, the kind that proved a success last week.

Three \$400.00 Suits cut to... 225.00

Three \$200.00 Suits cut to... 125.00

Mahogany-finished Parlor Suit, 3 pieces, highly polished frame, handsomely inlaid, the newest design, covered in rich blue, maroon or green velour, embroidered with gold tinsels, consisting of Arm Chair, Reception Chair and Sofa; usually sells for \$35.00, at The Big Store this sale for... 19.75

Matting and Rugs.

We have still remaining a few rolls of China Matting, which we will sell, per roll of 40 yds. 2.00
Also a large assortment of, per roll, 2.50, 3.00, 4.00, 6.00, 8.00, 10.00.

We will also close out the balance of that special lot of French Wilton Rugs, choice patterns, fringed; good value at \$3.00, price now... 1.95

Groceries.

Siegel-Cooper Co.'s XXXX Best Minnesota Patent Flour, per bbl., 4.75, per bag... 60c
5-lb. pull best Elgin Creamery Butter... 1.05
Cleveland's Baking Powder, per lb. can... 20c
Barker's Hasty Lunch Chocolate, per tin... 10c
Fancy white and tender Japan Rice, large heads, per lb... 5c

TEAS, your choice of 35 kinds, including Oolong, Gunpowder, English Breakfast, Japan, Ceylon or India, retails regularly for 50c. and over; for this sale, per 3 lbs. 1.00, per lb... 35c
Citron, Lemon or Orange Peel, per lb... 12c
Fancy English Walnuts, per lb... 7c

Morning-glory Java Coffee, makes a rich, fragrant and delicious cup, per lb... 25c
2 lb. Package Rolled White Oats... 6c
10 lbs. Gold Dust Yellow Corn Meal... 19c

Fancy hand-picked State Pea Beans, per bu., 1.18, per lb... 20c
Chocolate Menier, per lb... 29c
National Food Co.'s Assorted Soups, all varieties, quart cans, per doz., 1.50, per can... 13c
Crown Brand Pickles, plain, mixed or chow chow, per doz., 90c, per bot... 8c

Hazel Fancy Maine Corn or Sweetash, white and tender, delicious flavor, the finest packed, doz. cans 1.25, per can... 11c
Hazel Jams in 3 and 5 pound jars, per pound... 14c
Fancy Extra Fat Shore Mackerel, in full 10-pound kits, per kit... 75c

Hazel Family Soap, 60 full 1-pound bars in box, per box 2.35, per bar... 4c
5-pound package of Laundry Starch... 14c
Fine Valencia Oranges or Messina Lemons, per dozen... 10c
Fancy Sugar Cured Hams or Bacon, per pound... 10c

Corsets.

Normal Corsets of strong Jean, striped with fancy flowered sateen, boned bust, 3 side steels, strong zone, finished with Amberline, impervious clasp, drab only, sizes 18 to 30... 45c

C. P. Imported Corsets, French cord, bias cut, boned bust, Venus back, daintily dressed and topped off with silk embroidery, black and drab, sizes 18 to 30... 1.09

The Nazareth Waist for Women. Have you seen it? A perfect substitute for a corset for negligee wear, also the thing for all athletic purposes, an exquisite fabric, well boned, silk trimmed, 1.00, extra sizes... 1.25

The Nazareth Waist for Children, has just enough elasticity to let a boy or girl grow right, three qualities, 15c, 25c and... 50c

The increasing demand for

American Lady Corsets



compels us to add new models. We are now showing American Lady Bicycle Corsets, white and drab 1.00, black... 1.25
American Lady Corsets, of fine sateen, 3 lengths, white, drab and black; long, has 6 hooks... 1.00
Medium, has 5 hooks... 1.00
Short, has 4 hooks... 1.00
American Lady Corsets of black sateen; white and drab of cuttle, with sateen straps; long, 5 hooks... 1.25
American Lady Corsets of extra quality sateen, white and drab, extra long... 1.50

Gloves.

Why is this department always crowded with eager purchasers? Why do nearly all shrewd buyers point toward Siegel-Cooper Co.'s as the proper place to buy good gloves?

All hands are well fitted here. People say our 95c. gloves are a wonder. Of course, we guarantee them.

Dress Goods

"The Big Store" begins its first Sensational Price Cutting in high grade Dress Goods for the Spring of 1897.

Here are lines of goods which to-day cannot be manufactured at the price for which we propose to offer them to you Monday and as long as the lots last during the week.

Fine all-wool Challies, navy grounds with white scroll figures; also white grounds with ribbon stripes and silk dots; you will pay 55c. and 65c for similar quantities; elsewhere at "The Big Store"... 35c

All-wool Spring Checks, from pin heads to the large blocks; also 45-inch fancy colored Puff Checks, also a choice line of silk and wool mixtures, Cheviot and Tweed Dress Goods, manufactured to retail at 75c. yard; at "The Big Store"... 39c

Black brillantime, shiny and lustrous, 48 inches wide, a quality for which you would expect to pay 90c. or \$1.00; also 46-inch silk-finished Henrietta cloth, usually retailed at 75c.; your choice at "The Big Store"... 45c

Fine novelties in English checks, Scotch mixtures, also German silk and wool fancies, in all wool grounds with silk raised figures, more than 60 distinct patterns, goods imported to retail at \$1.25 and \$1.50 a yard; at "The Big Store"... 75c

In high grade novelties "The Big Store" makes a record this season of selling the productions of the most celebrated looms of the world at about half the price you would have to pay at any of the exclusive dress goods stores or houses that run charge accounts. Qualities which would cost you elsewhere \$2.50 and \$3.00 per yard, now at "The Big Store"... 1.50

Qualities which would cost you elsewhere \$3.50 and \$4.00 per yard, now at "The Big Store"... 1.85

Qualities which would cost you elsewhere \$4.50 and \$5.00 per yard, now at "The Big Store"... 2.75

Dress Goods for 25c.

Once before, some months ago, we held a special sale of dress goods at 25c. a yard, which created, we believe, the greatest enthusiasm ever previously known in New York in the dress goods line. For some time back we have been making preparations to repeat this sale, and to, in many lines, even give better values than we were able to do before. Monday will be an unheard of dress goods feast.

Lot 1—Heavy All-Wool Serge, black and navy, regular 38c. cloth, per yard... 25c

Lot 2—20 pieces All-Wool Cheviots, in plain black and navy, 50c. quality, at... 25c

Lot 3—Silk and wool plaids in beautiful fashions, regular 50c. quality... 25c

Lot 4—800 yards of checked Suinting, in black and red and heliotrope and red, would regularly retail at 45c. a yard, now... 25c

Lot 5—Fancy colored, puffed colored dress goods, large line to select from, manufactured to sell at 45c. and 50c., now... 25c



Ladies' Coats and Jackets.

At 5.00

At 7.50

At 9.75

New '97 Covert and Kersey Jackets, fly fronts, ½ silk lined, in black and tan, in-laid velvet collar.
Kersey and Covert Top Coats, new shaped sleeves, in new tans, cadets, helio-green and black two-toned silk taffeta lined, usually \$12.
Velvet "Hussar" Eton Jackets, black and colors, taffeta silk lined (you pay \$15 elsewhere.)



Ladies' Tailor-Made Suits.

"THE NORDICA"—Tight-fitting Suits, man made, silk lined waists, made of fancy mixtures and English Tweeds... 8.75

THE "MARLBOROUGH"—Made of colored Broadcloths, Brandenburg braid, trimmed fronts, waists silk lined, new skirts... 8.75

THE "EAMES"—Tailor-made Suits, made of All-Wool Serges, all colors, jacket fly front and Silk Taffeta lined... 8.75

Suits made to sell at \$15.00 and \$18.00.

Dress Skirts.



SILK DRESS SKIRTS, after the new Doucet model, stiffening, graceful hanging... 6.75

Tea Gowns.



House Gowns of Cashmere, Challie, dimity, lawns, organdies; special prices Monday.
98c,
1.25,
1.69,
3.95

Prints, &c.

10,000 yards Dress and Apron Gingham, regular 6c. quality, all over town, for... 3½c

4,000 yards of Lace Organdies and fine Lawn, a magnificent array of designs and tints, 12½c. the price elsewhere, our price... 5c

5,000 yards 36-inch French Cambrics for Men's Shirts, Ladies' Waists and Dresses, in light grounds, red grounds, light blue; a superb collection of patterns... 10c

Just 2,000 yards Masquerade Crepes, Crepons, &c., in yellow, orange, and greens, only; 12½c. kind for... 7c

Another new lot of lace Etamines in flower and scroll designs, also plain colors of pink, green, cream, lavenders, reds, black, &c., a regular 25c. quality, yard... 12c

Jewelry, &c.



Solid gold Birthday Rings, all sizes, choice of three styles, regularly sold at \$1.25, \$1.50 and \$1.75; tomorrow only... 98c



Ansonia 8-day Mantel Clock; strikes hour and half hour on fine cathedral gong, decorated, Royal Bonn case; lists at \$14.00; tomorrow only... 4.95

Shoe Specials.



Ladies' Chrome tan kid and black glaze kid, lace and button shoes, new Columbia and coin toe, AA to EE, with high or low heels... 2.50

Ladies' Kid Button Shoes, patent leather or kid tip, in two new shapes, price, per pair... 1.40

Boys' and Children's Shoes, the largest assortment and low prices, quality considered; see our Little Gents' "Sitka" Calfs, sizes 9 to 13½, for... 95c

NEW SHOES, NEW STYLES, NEW SHAPES.



Linens and Muslins.

Bleached twilled linen Roller Towelling, yd... 5½c

Bleached twilled Dish Towelling, yd... 2½c

1½ yd. long Table Cloth, with borders, each... 39c

68 and 70 in. bleached Double Damask, very fine quality, value \$1.00 yd... 69c

21 in. all Linen Napkins, a dozen... 1.25

Bath Towels, white, extra heavy and large, each... 9c. 11c and 14c

Umbrellas.

Fine choice Umbrellas, all styles of the newest handles, sterling silver, ivory, pearl, hand painted, miniature Dresden painted, all made in the best manner, none regularly sell under \$3.50, many up to \$5.00, choice Monday 2.25
Umbrellas recovered and made over equal to new.